

Morgan Hill

Downtown Visioning Summit

June 30, 2016

- Michael Mulcahy
- SDS NexGen Partners LP
- Based in Willow Glen (WG)
 - 3rd Generation WG
 - Business Owner – The Table & Stumpys
 - Property Owner – Garden Theater + 10 buildings and over 50 tenants
 - Former President, WG Business Association
 - Founder/Organizer, WG CBID



== DOWNTOWN ==

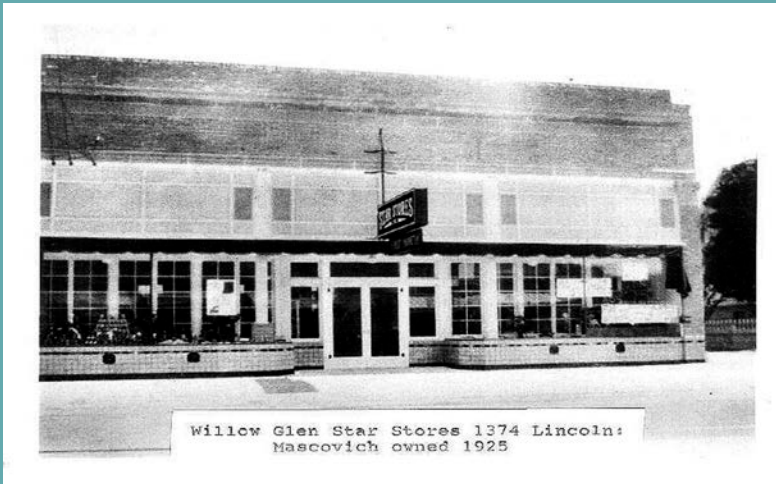
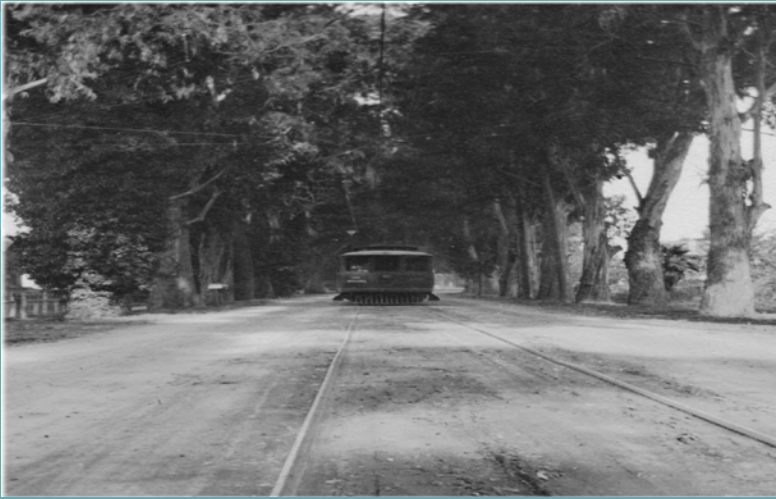
WILLOW GLEN

SAN JOSE'S LOCAL TREASURE

"What we have here is a small town right in the middle of a big city of a million people. We have our own unique identity and a strong sense of community."

- Larry Ames, President of the WG Neighborhood Association, (2008'ish)

Willow Glen History & Milestones



- Began as marshland between Los Gatos Creek and Guadalupe River
- Drained in early 1900's and orchards planted
- Lincoln Avenue as community's core
- Residents fought SJ & Southern Pacific RR in early 20's to prevent RR down Lincoln
- Resulting in incorporation of the Town of Willow Glen in 1927
- WG growth required a sewer system
- SJ annexed WG '36, vote 978-871
- WG Business Association founded in 1949
- WG residents fought Almaden Expressway in the 60's
- WG Neighborhood Association was founded in 1973
- 70's-80's malls/sprawl crippled WG
- Business Improvement District (BID) formed in 1989
- Community Benefit Improvement District (CBID) formed in 2010

Willow Glen Facts

“Neighborhood Business District” (NBD)

- 1 of 9 San Jose NBD's
- District from Coe to Minnesota .71 miles
- The core is Willow to Minnesota .39 miles
- Compare:
 - Santana Row .32 miles
 - Valley Fair - Macy's Men's to Women's .38 miles
- 13,000 feet of frontage
- 500,000 SF of commercial space
- 38.7 acres of land
- 100 unique property owners
- 350+ businesses



Willow Glen – Happening Now

- as of June 2016

- Lincoln Avenue Roadway Improvements
 - Road Diet Test – started Spring 2015
 - Ongoing improvements, DOT testing
 - Extended test September 2015 through June 2016
 - Heated, contested, digested
 - Approved 10-0 by SJ Council this week June 28, 2016
 - Final road resurfacing and striping starts next month
- 3-4 new projects in pipeline
 - 7,000 SF retail at prime corner at Lincoln/Willow
 - Medical office & office building mid-block
- New Farmers Market Operator started June 25
 - Urban Village Farmers Market – Campbell, Palo Alto, Sunnyvale, Berkeley and more
- Office & retail vacancy historically low/rent high
- Restaurants most successful sector right now
- Need more soft good retail to balance customer experience

Willow Glen – What's Ahead...

- Adjusting to the permanent roadway changes
- More property ownership changes
- More property renovations to keep competitive
- No institutional or private equity players...yet
- WG expansion north? (1/4 mile to 280 or beyond)
- New for rent residential under construction, in pipeline within 3/4 mile (Sobrato, Republic)
- WGBA to provide more street side improvements to enhance the pedestrian, shopper experience
- GOOGLE Fiber is coming...

Greenspace, Pocket Parks & Planters



- 1980s City grant added planters at crosswalks
- Disrepair and poor upkeep by City required private and community takeover
- Privately managed planter at left
- WGBA managed planter at right
- Both better than the alternative
- Made possible by adoption and BID & CBID

Greenspace, Pocket Parks & Planters



- Private property parks
- Developed as part of new or existing projects
- Customer hang outs, must be maintained/patrolled

Curbside Settings – Parklet, Curb Café'



Remodels & Reuse, Community History



Capitalize at the Gateways



the
table
FOOD • DRINK • PEOPLE

Capitalize at the Gateways



Public Art – Private and City Sponsored



Public Art – Private and City Sponsored



Public Art – Private and City Sponsored

